

FINANCIAL WEEKLY

JIM DAVISON, JERRY HARNISH
excut. producer WALKER WATSON

I. PROGRAM FORMAT

1. Weekly wrap-up of stocks, commodities, and etc. (approx. 15 min.)
2. Educational information including:
 - a. Booklets
 - b. Terms and definitions
 - c. Weekly, monthly, yearly market and economic conditions
 - d. Aspects of monetary exchange
 - e. Specials, guests, and related subjects

II. GENERAL CAMERA FORMAT

1. Opening shot; medium long shot include both
zoom to close on J.D.: "Good evening and welcome to FINANCIAL WEEKLY,
I'm Jim Davison,..."
camera pan to J.H.: "and I'm Jerry Harnish, these are the stocks..." (1 min.)
camera held on J.H. untill cue (7 min.)
2. Commodities report; J.D.
camera zoom out to medium then in to close on J.D.
camera held till cue (7 min.)
3. Break (optional)
switch to feature booklet(s)
voice over explan. of booklet and topic, phone no. (1 min.)
4. Topic discussion; J.D. and J.H.
camera switch to medium shot of both
camera include graphics
held till cue (12 min.)
5. Break (optional)
switch to booklet
voice over booklet title, phone no. (1 min.)
6. Closing, camera long shot both closing statement
camera fade out (1 min.)

TOTAL 30 min.

III. Materials needed:

1. Scripts, open, breaks, closing, and weekly cues for camera
2. Charts, 1 stocks, 1 commodities and designs
3. Wall and background graphics
4. Name plates (large)
5. Monitor for speakers